

Digital Footprints and the Future of Technology

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Identifying Your Data Trails

There are over 15 billion devices connected to the internet and this number is rising every day. With the large number of internet-connected devices, we must be mindful of our digital footprint and how it affects us.

Your digital footprint is a record of your online activity. It shows what you have done and the data you've left behind. As you actively engage online, you drop little digital breadcrumbs!

Many of us store personal data, banking information, photos, and more on our personal devices. While technology creates convenience, it also creates a gateway to our information for cybercriminals. You can compare your online activity to walking on the beach. Every step you take leaves a footprint in the sand. With every online click, upload, or search, you leave an impression behind, and this data can be used to track your behaviors.

Knowing what information is being stored, shared, or extracted daily from your devices can help identify your digital footprint. To protect, we must first identify so we can create a much safer world with our technology!

“Social media can be a useful and fun way to interact with others and to share content but use it carefully. Remember that there is nothing totally private on the internet and once online it is hard to control”.



Fun Facts!

1. More than 25% of all cyberattacks against businesses will involve IoT.
2. On average, U.S. households now have a total of 22 connected devices.
3. 40% of people say easy access to important information is the primary benefit of using connected devices.
4. Once online, things can exist forever (even if deleted).
5. Googling yourself can be a worthwhile exercise.
6. There's no way to completely delete your digital footprint if you frequently use internet-connected devices.

Tips for Reducing Digital Footprints!

Tips

1. Old or inactive accounts should be deleted or disabled.
2. Be mindful of the digital footprints of others (e.g., Ask before tagging photos).
3. Keep personal details private and control the privacy settings on your accounts.
4. Always think before you post online.
5. Check your browsers for cookies.
6. Unsubscribe from mailing lists.
7. Avoid oversharing on social media.
8. Skip out on marketing surveys.
9. Know what information is being extracted from your device applications.
10. Use a VPN to hide your IP address from third parties.
11. Post positively online.
12. Keep track of all accounts you create.
13. Disable location tracking.
14. Pay attention to the terms and conditions.

Think before you post - your footprint stays. Your digital trail never fades.